

## **FIS SKI JUMPING GRAND PRIX LOGO**

### **1. INTRODUCTION**

The FIS Grand Prix represents a “world-programme” and therefore it is necessary to have an international appearance with internationally equal elements. Many FIS Grand Prix Organising Committees have made great efforts in this regard.

- 1.1. These specifications form the base document for everyone working on the designing. FIS is at your disposal for complementary information, logos, etc.
- 1.2. The FIS Corporate Identity (CI) has to be taken into consideration precisely and corresponding to the specifications for the overall-appearance. This applies for the official title of the FIS Grand Prix logo as well as for the design of all advertising and information means and other print materials e.g. start- and ranking list, accreditation, etc.

### **2. COMMENTARY TO THE SPECIFIC ITEMS**

- 2.1 Title of the event  
“FIS” always has to be used in connection with the title “Grand Prix”, e.g. FIS Grand Prix.
- 2.2 FIS Grand Prix Logo  
Additionally to the Grand Prix logo it is certainly possible to create a „FIS Grand Prix Design“ for the particular site, which can be used as e.g. background for the accreditation or for posters, etc.

### **3. EVENT SITES / COMPETITION AREA**

Attractive presentation elements, which comply with the FIS CI principles should be used in the proven way at the event sites as well as in the competition area. The FIS Grand Prix logo and the official title have to be taken into consideration on the following elements (in addition to the sport-specific elements):

- flags
- signage for the FIS Grand Prix at the site entry
- large entry-gate at the competition area
- other signage boards

### **4. ADVERTISING AND INFORMATION MEDIUM**

The FIS logo and the FIS Grand Prix logo have to be placed on all advertising and information medium as well as the indication to the FIS Grand Prix.

Basically the FIS Grand Prix logo and the official title have to appear in an attractive way on the following:

- Bulletin
- Invitation
- Posters
- Stickers / Car labels
- Start / Intermediate / Result lists and Analyses
- Accreditation
- Sign-boards, Info-overview

Beside an attractive design of the poster through a photo or graphic, the following "logo groups" are to be included:

Official logos (left or right on the top):

- FIS logo
- logo of the NSA
- logo of the Ski Club

FIS Grand Prix (on the free side on top):

- FIS Grand Prix logo
- Site and region

Sponsors / partners (on the bottom in a ledge):

- Event sponsors
- FIS Grand Prix logo
- Data & Timing Partner
- Advertising Agency

## 5. FIS GRAND PRIX LOGO

You can find detailed information on the correct use of FIS Logo, the FIS Grand Prix logo etc. in the FIS Brand Book on the FIS Website:

### FIS Marketing Guide

<http://www.fis-ski.com/inside-fis/marketing-and-communication/marketing/documents-resources/index.html>

### FIS CI Documents

<http://www.fis-ski.com/inside-fis/marketing-and-communication/communication/documents/>

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